

*Woman*UP![®]

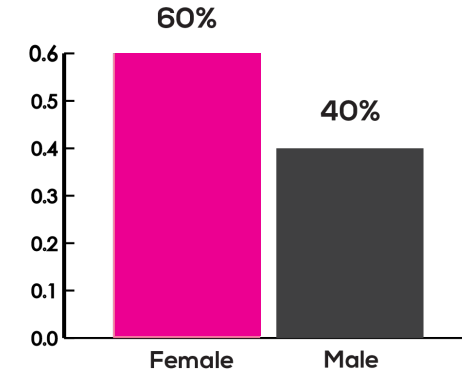
Identify. Develop. Connect.

The *WomanUP!*® Story

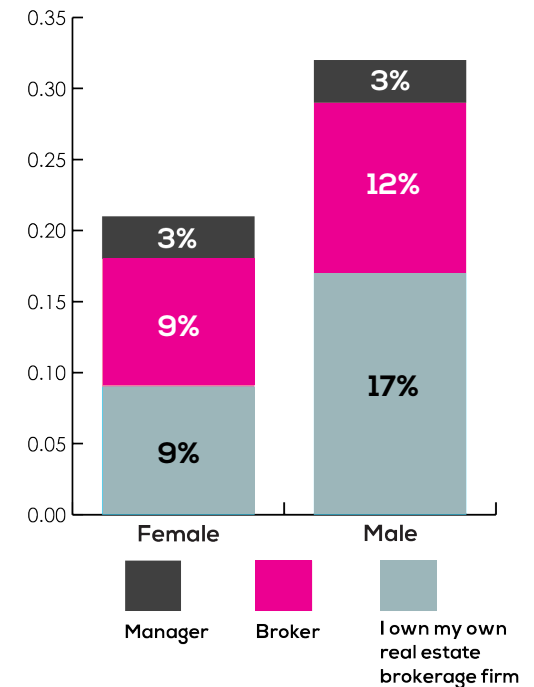
Women account for **60%** of REALTORS® in California but represent only a fraction of brokerage ownership and executive leadership.

WomanUP!®, an initiative of the California Association of REALTORS®, exists to support the journey of women to the very TOP of their careers as broker-owners.

What is your gender?
(N=4,526)



Which of the following categories best describes your role in real estate?
(Female N=2,698, Male N=1,802)



Who does *WomanUP!*[®] support and connect?

It's for women who already own and lead a real estate brokerage.

WomanUP![®] is a community where you can mentor, share your experiences, your best practices, your failures, and your wisdom. This community is here to support you on your brokerage leadership journey and help you build a brighter tomorrow inside your organization.

It's for women who want to own and lead a real estate brokerage.

WomanUP![®] is a community for you to come and learn from experienced broker-owners and leaders. It's a place where you will hear best practices, embrace the power of failure, and learn from the brilliant, collective wisdom.

It's for everyone who wants to support and empower these women.

We recognize that not everyone wants to be a broker-owner, but there are so many out there who want to support women who are and do. WomanUP![®] is for you, too.

The *Woman*UP![®] Movement Mission:

We **IDENTIFY** and share tools and strategies you need to make bold moves in your business and career.

We provide you with resources and events to **DEVELOP** your skills as a leader.

We create opportunities for you to **CONNECT** with other leaders in the national brokerage community.

Look who I met at *WomanUP!*[®]



We have designed a **mentorship program** to help you become and connect with the best mentor, as well as support you and your mentor or mentee along the way.

[APPLY HERE!](#)

WomanUP!® Weekly

Hear Her Story

Click on the images of the amazing leaders we interviewed this year to read or watch their stories and advice for leading in times of crisis.

WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation With
Janet Dorsey
Branch Manager
Century 21 Everest



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation with
Diana Bull
Broker Associate & Financial Officer
at Pacific Crest Realty
REALTOR® Emeritus *NAR Hall of Fame



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation with
Regina P. Brown
Broker/Owner, California
Coast & Country Homes



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation with
Sandy Darling
Sales Manager
Guarantee Real Estate



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation with
Judi Keenholz
Industry ICON
Business Consultant + Mentor



WomanUP!® WEEKLY
Working with Your Spouse + Loving It!
A Conversation with
Carol Farrar
Broker/Owner
1850 Realty



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation With
Tamee English
Broker, Lions Realty Group




WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation With
Karol Kochova
Broker, Kach Properties, Inc.



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation With
Danielle Fontes
Associate Broker
RE/MAX Masters Realty



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation With
Jeanne Radsick
2020 C.A.R. President



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation with
Sabrina Brown
Broker/Owner
Brown and Brown Real Estate



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation With
Pat Heiler
Executive Vice President
Compass



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation With
Niki Coppo
Chief Compliance Officer
Century 21 Award



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation With
Jennifer Branchini
2020 C.A.R. Treasurer



WomanUP!® WEEKLY
Update Segment
Wisdom Segment
Pursuing Your Passion, Despite Your Obstacles
w/ Kama Burton



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation with
Colleen Badagliocco
Senior Vice President
Legacy Real Estate and Associates



WomanUP!® WEEKLY
LEADING In Times Of Crisis
A Conversation with
Annette V. Graw
California Distinguished
REALTOR® 2003



Tune in for a special REImagine Recap Facebook Live on Friday, October 16th!

WomanUP![®]



Share Your Story

We want to uncover and share your stories.

Are you a broker-owner? Will your story help lift up others in our community?

TELL US ALL ABOUT IT!

Shine a Light on Her

Do you have a woman in your life who has inspired or encouraged you?

A mentor? A boss? A friend?

This is your opportunity to TAKE ACTION, shine a light on her, and say thank you!

SHINE A LIGHT ON HER



Become a *WomanUP!*[®] Partner

Your interest in partnering with the WomanUP![®] movement will help us provide the platform and resources that help women who are ready to become the best leader possible!

We LOVE our partners. The WomanUP![®] sponsor program ensures we create fabulous and worthwhile content for our community.

Think your organization is a perfect fit for our program?

PARTNER WITH US!

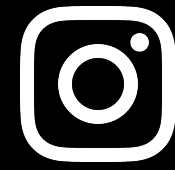


Connect with us!

#IAmWomanUP



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Facebook Group



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Instagram